

In the Claims

1. (Canceled)

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17. (Canceled)

method

P 2 measures better
respects speed
endurance strength

any amount
that can
be smelled

18. (Currently amended) A method of improving normal athletic performance of a mammal comprising administering to said mammal an olfactory stimulating amount of peppermint odorant, said amount being sufficient for improving said mammal's athletic performance and wherein said athletic performance is an activity that increases pulse rate over baseline.
- 2 19. (New) A method according to claim 18, wherein the improvement comprises an increase in speed.
- 3 20. (New) A method according to claim 18, wherein the improvement comprises an increase in strength.
- 4 21. (New) A method according to claim 18, wherein the improvement comprises an increase in endurance.
- 5 22. (New) A method according to claim 18, wherein the improvement comprises a decrease in fatigue.
- 6 23. (New) A method according to claim 18, wherein the improvement comprises a decrease in perceived workload.
- 7 24. (New) A method according to claim 18, wherein the athletic performance is anaerobic.
- 8 25. (New) A method according to claim 18, wherein the athletic performance is aerobic.
- 9 26. (New) A method according to claim 18, wherein the athletic performance is weightlifting, shot put, vertical jump, power lifting, conditioning, calisthenics, weight training, cycling, running, sprinting, hurdling, rollerblading, rowing, long jump, boxing, skiing, swimming, football, karate, strength training, lacrosse, hockey, soccer, speed or strength related team sports, anaerobic exercise or aerobic exercise.
- 10 27. (New) A method according to claim 18, wherein the administration is ortho-nasal inhalation of odor.

nose

- 11 28. (New) A method according to claim 18, wherein the administration is retro-nasal. ^{mouth}
- 12 29. (New) A method according to claim 18, wherein the administration is through a mucus membranes.
- 13 30. (New) A method according to claim 18, wherein the odorant is administered in a form selected from peppermint impregnated or coated mouth-guards, peppermint impregnated or coated face-guards, clothing impregnated with peppermint odorant, clothing coated with peppermint odorant or a peppermint odor releasing polymer.
- 14 31. (New) A method according to claim 18, wherein the odorant is administered in a form selected from peppermint odorant impregnated nasal dilators, peppermint odorant coated nasal dilators, peppermint odorant impregnated adhesive strip or peppermint odorant coated adhesive strip.
- 15 32. (New) A method according to claim 18, wherein the odorant is administered in a form selected from an aerosol spray, a pump spray, a nasal spray, a liquid or solid form of the peppermint odorant contained in a vessel, a liquid or solid form of the peppermint odorant contained in a lozenge, a liquid or solid form of the peppermint odorant in a gum, a liquid or solid form of the peppermint odorant in a food product, a cream, a cologne, peppermint odorant impregnated jewelry, peppermint odorant coated jewelry, and ointment.
- 16 33. (New) A method according to claim 18, wherein the mammal is a human.
- 17 34. (New) A method according to claim 18, wherein the mammal is a horse or dog.
35. (New) The method of claim 18, wherein said athletic performance is an activity that increases mean arterial pressure over baseline.
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